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December 31, 1997

To: All Sales and Retail Reps with Dairy Barn Stores

Subject: Dairy Barn Distribution

Mr. Bill Gilman, Merchandise Manager, has approved a distribution of Winston UL Box, UL Box 100, Lt Box and Lt Box 100 the week of 1/12/98. A temporary display and placement of POS has been approved for a one month period (note attached authorization).

I have made arrangements for a part time person to contact all Dairy Barn Stores after the distribution of the brands to place the display and advertising.

Please insure on your next visit distribution is reported.

Sincerely,

  
George Moulton

| Sales |  | Retail |                                    |
|-------|--|--------|------------------------------------|
| 1221  |  | 1222   |                                    |
| 1222  |  | 1223   | 20, 21, 22, 23, 25, 26, 27, 28, 30 |
| 1223  |  | 1224   |                                    |
| 1224  |  | 1225   |                                    |
| 1225  |  | 1226   |                                    |
| 1226  |  | ROM    |                                    |
| 1229  |  | PO     | SO                                 |
| 1240  |  | MS     | PA                                 |
| 1244  |  | RSM    | RSM                                |

JB

51850 6313

"We work for smokers."

## **DAIRY BARN STORES**

THE FOLLOWING WILL BE SHIPPED TO ALL STORES THE WEEK  
OF 11/12/98:

- TWO TEMPORARY WINSTON DISPLAYS
  - ONE DISPLAY
    - 1 WINSTON UL KING BOX
    - 1 WINSTON UL 100 BOX
  - ONE DISPLAY
    - 1 WINSTON LT BOX KING
    - 1 WINSTON LT BOX 100
- THE DISPLAYS WILL BE PACKED AND SHIPPED FROM OUR SUPPLIER. PLEASE PLACE THE DISPLAYS ON EACH SIDE OF THE PACK RACK FOR A 30 DAY PERIOD. AS BRANDS SELL THROUGH REORDER. AN RJR REP WILL ALSO BE CONTACTING YOU TO PLACE TWO WINSTON PAPER SIGNS.

  
**BILL GILMAN**

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